

ARMY INSTITUTE OF MANAGEMENT & TECHNOLOGY, GREATER NOIDA

Digital Marketing Workshop

A two hours Digital Marketing session was taken by Mr. Vikram Bamba, Product Manager in Global Logic on 28th September in the campus for MBA 2018-20 Batch. He touched upon the importance of the digital world and how every domain of management is being digitally managed requiring managers to be digitally equip as well. The session involved discussion on the difference amongst internet marketing, digital advertisement and TV, SMS and Billboards.

Mr. Bamba briefly explained Facebook marketing by showing the various fields involved in it in order to target the right customer and how to manage CPC (Cost Per Click). He also briefly described how the following types of marketing help in targeting customers and their pros and cons:

- i. Search Engine Marketing
- ii. Social Media Marketing
- iii. Content Marketing
- iv. Email Marketing
- v. Mobile Marketing
- vi. Banners Marketing

Towards the end of the session an activity was performed wherein students had to create customer personas for a digital App like TikTok. The session ended with the brief on the topics to be taken in the next session.

